

THE USE OF LEAFLETS AND SCRAPBOOK IN
HEALTH EDUCATION TO KNOWLEDGE ABOUT
FOOD PACKAGING LABELS ON ELEMENTARY SCHOOL STUDENTS

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ABSTRACT

The Food and Drug Supervisor (BBPOM) of Yogyakarta in 2016 found 4766 products (32.9%) of expired food and beverage products. This is very harmful to people who behave less carefully before consuming these food and beverage products. The impact that occurs, namely consumers can experience food poisoning. One consumer of packaged food products is school age children, who are often exposed to packaged food products in school canteen. Therefore, it is necessary to increase knowledge so that the schoolchildren can practice the selection of packaging food properly. Increased knowledge is done through health education. The purpose of this study is to increase the knowledge of primary school students about the importance of reading food packaging labels through health education with leaflets and scrapbooks. This research is a quasi experiment with pretest-posttest with control group design. The subjects were 71 fourth grade students, consisting of 31 students of SDN Kembang Jitengan II as a leaflet group and 40 students of SDN Jatisawit as scrapbook group. The results showed that there was no difference of respondents' knowledge about the label of food packaging before the health education. There is an increase in respondents' knowledge about label food packaging after the health education with leaflets and scrapbook. Increased knowledge of scrapbook group respondents is higher than leaflet group respondents. Health education about food packaging labels using scrapbook more effective ($t = 12,133$) compared to leaflet ($t = 1,724$) to the increase of respondent knowledge about label food packaging.

Keywords: health education, nutrition, leaflet, scrapbook, elementary school student

PENGUNAAN MEDIA *LEAFLET* DAN *SCRAPBOOK* DALAM
PENYULUHAN GIZI TERHADAP PENGETAHUAN TENTANG
LABEL MAKANAN KEMASAN PADA SISWA SEKOLAH DASAR

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INTISARI

Balai Besar Pengawas Obat dan Makanan (BBPOM) Yogyakarta pada tahun 2016 menemukan 4766 produk (32,9%) makanan dan minuman kadaluarsa. Hal ini sangat membahayakan masyarakat yang berperilaku kurang cermat sebelum mengonsumsi produk makanan dan minuman tersebut. Dampak yang terjadi, yaitu konsumen dapat mengalami keracunan makanan. Salah satu konsumen produk makanan kemasan adalah anak usia sekolah, yang sering terpapar produk makanan kemasan di jajanan sekolah. Oleh karena itu, diperlukan peningkatan pengetahuan agar anak sekolah melakukan praktik pemilihan makanan kemasan dengan benar. Peningkatan pengetahuan dilakukan melalui proses penyuluhan. Tujuan penelitian ini meningkatkan pengetahuan siswa sekolah dasar tentang pentingnya membaca label makanan kemasan melalui penyuluhan dengan media *leaflet* dan *scrapbook*. Penelitian ini merupakan penelitian *quasi experiment* dengan *pretest-posttest with control group design*. Subjek penelitian berjumlah 71 siswa kelas empat sekolah dasar, terdiri dari 31 siswa SDN Kembang Jitengan II sebagai kelompok *leaflet* dan 40 siswa SDN Jatisawit sebagai kelompok *scrapbook*. Hasil penelitian menunjukkan bahwa tidak ada perbedaan pengetahuan responden tentang label makanan kemasan sebelum dilakukan penyuluhan. Ada peningkatan pengetahuan responden tentang label makanan kemasan setelah dilakukan penyuluhan dengan media *leaflet* dan *scrapbook*. Peningkatan pengetahuan responden kelompok *scrapbook* lebih tinggi dibandingkan responden kelompok *leaflet*. Penyuluhan tentang label makanan kemasan menggunakan media *scrapbook* lebih efektif ($t_{hitung} = 12,133$) dibandingkan media *leaflet* ($t_{hitung} = 1,724$) terhadap peningkatan pengetahuan responden tentang label makanan kemasan.

Kata kunci: penyuluhan, gizi, *leaflet*, *scrapbook*, label makanan kemasan, anak SD